

# UNIT 5: BUILDING YOUR OWN WEBSITE PART 1

## **STEP 1: DEFINE YOUR AUDIENCE & TONE**

### **Who will visit your site? Potential employers? New clients or customers?**

The Lizzie Project site will be for those interested in finding out more about the film: fans of Lizzie, fans of the film, our Kickstarter supporters, film festivals, and potential buyers.

### **What can make you and/or your product stand out against your competitors?**

A clean, polished site with clear information about the film and a glimpse of the film through the use of stills.

### **How would you speak to your clientele if you were communicating in person? How could you translate that style and tone digitally?**

A film based on the life of Lizzie Velasquez showing there is life on the other side of bullying and that self-worth and compassion are essential in getting there. An emotional, feel-good film. Can translate this digitally by keeping the site clean, simple, with crisp beautiful stills and copy.

### **What colors represent you or your product?**

Black, white, and grey for simplicity because the film stills that will be the backgrounds of each page will bring color to the site.

### **What images illustrate your message?**

Title treatment, film stills, and festival logos

## **STEP 2: IDENTIFY CONTENT**

### **What are the three-to-five pages titled?**

About, Screenings, Filmmakers, Gallery

### **What will be the purpose for each? What should each page contain? Will there be textual content? Or just images?**

1. *Homepage: Landing page*  
Contains: Still (background) + Navigation, Title Treatment, possible Festival logos, possible trailer
2. *About: Tells the visitor about the film*  
Contains: Still (background) + Synopsis
3. *Screenings: Tells the visitor about showtimes (theatre or at festivals) and online destination*  
Contains: Still (background) + Showtimes, festival screenings, Festival logos
4. *Filmmakers: Tells the visitor about the team*  
Contains: Solid background + filmmaker images and bios
5. *Gallery: A gallery of film stills*  
Contains: Film stills only, grid format with expansion upon click